

## Chapter 2. Community Demographics and Existing Transit Services

The objective of this chapter is to present the context of and background for the CBTP. A discussion of demographic information for Ashland, Cherryland and South Hayward is followed by an overview of the transit services that are provided in the study area.

### Community Context

Ashland, Cherryland and South Hayward are Central Alameda County communities with a mix of residential and commercial areas. All of the communities are very diverse, with residents speaking a variety of languages and identifying with a variety of cultures. Cherryland is one of the most densely populated communities in northern California, but both South Hayward and Ashland also have a mix of low- and high-density residential units. All of the communities have a variety of workplaces and retail establishments, many of which are small-scale businesses.

2002 US Census demographic information about Ashland-Cherryland and South Hayward is provided below. For purposes of presenting the data and illustrating findings, the Ashland-Cherryland area is defined as Census Tracts 4337, 4338, 4339, 4340, 4355, and 4356. This represents the area bounded by I-880, Hesperian Boulevard, 150<sup>th</sup> Avenue, the MacArthur Freeway and Foothill Boulevard, Simon Street and Sunset Boulevard, Meekland, and some small residential streets to the South of Lewelling Boulevard. South Hayward Census Tracts include 4374, 4375, 4376, 4377, 4378, 4382.01, and 4382.02, which represents the area bounded by West Harder Road, Mission Boulevard, Industrial Parkway, I-880 and Highway 92.

### Study Area Overview

#### Population and Ethnicity

According to the 2000 US Census, the population of the Ashland-Cherryland area is 34,084 (up from 27,459 in 1990), while the population of South Hayward is 37,639 (30,705 in 1990). The most significant growth is due to increases in the minority population, including a high number of immigrants who located in the area. For example, the 10-year population growth for Asian and Pacific Islanders and for Latinos in South Hayward was greater than 70 percent. In Ashland-Cherryland, the populations of these two ethnic groups increased more than 90 percent in 10 years.

Figure 2-1 illustrates the 2000 ethnic composition based on US Census data. The data illustrates that the two sub-areas have higher concentrations of Latino and nonwhite residents than Alameda County as a whole, which is included for illustrative purposes.

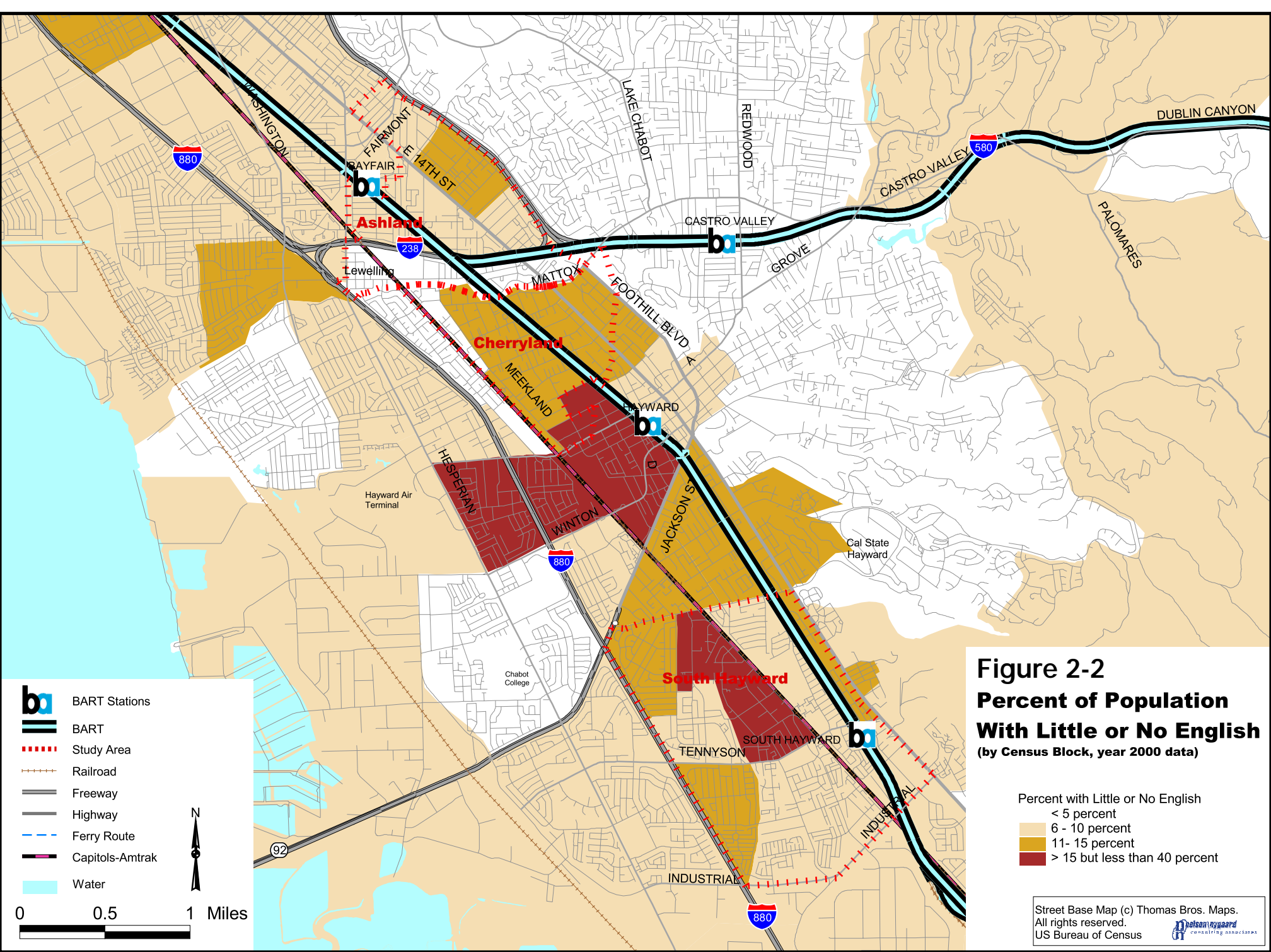
**Figure 2-1 Racial Composition in Study Area Compared With Alameda County**

Race/Ethnicity	Ashland-Cherryland	South Hayward	Alameda County
Latino	35%	41%	19%
White	31%	23%	41%
Asian/Pacific Islander	13%	23%	20%
African American	16%	8%	15%
American Indian	< 1%	< 1%	< 1%
Mixed Race	4%	4%	4%

### Non-English Language

At school PTA meetings in South Hayward, the discussion is conducted in Spanish and translated into English for those who speak it. This is one example of the influence of the community's non-native cultures and illustrates the importance of addressing the needs of residents who do not speak English. Spanish, Tagalog, Chinese and other South Asian languages predominate in the study areas. Figure 2-2 shows where non-English speakers are concentrated in and around the study area.

The largest share of non-English speakers is in the central portion of South Hayward where a high concentration of young people live. It is also an area with a low-income population and a high proportion of youth residents. The southern end of Cherryland, where there are also high concentrations of young residents, is another area with a high proportion of residents who have limited or no ability in English.



**Figure 2-2**  
**Percent of Population**  
**With Little or No English**  
(by Census Block, year 2000 data)

Percent with Little or No English

- < 5 percent
- 6 - 10 percent
- 11- 15 percent
- > 15 but less than 40 percent

## Age Distribution

The median age in central Alameda County is 31 years old, but median age varies widely by jurisdiction. Two age categories are particularly useful with regard to planning for transportation services because they often have unmet transportation demands (and limited access to automobiles): the population of residents under age 18, and the population of those 65 and over. Percentage of the population in each of these categories is illustrated in Figures 2-3 and 2-4.

### Youth Distribution

Youth, defined as under age 18, are often identified as a key market for transit services because many are not of driving age, they do not have their own incomes, and they make trips to schools. In Ashland-Cherryland, blocks at the southern end of the study area have high youth concentrations, particularly east of Meekland. In addition, blocks at the northern end of the study area between East 14<sup>th</sup> and I-580, where there is a density of multifamily apartment buildings, have a high concentration of residents under 18. Although there are some smaller clusters of youth population around Ashland and Cherryland, most of the census blocks in the area have a population of young people representing 20 to 30 percent of the total.

In South Hayward, the population of residents under 18 is relatively high, but well distributed throughout the study area, with a large concentration in blocks directly to the north of Tennyson and the western portion of the area south of Tennyson.

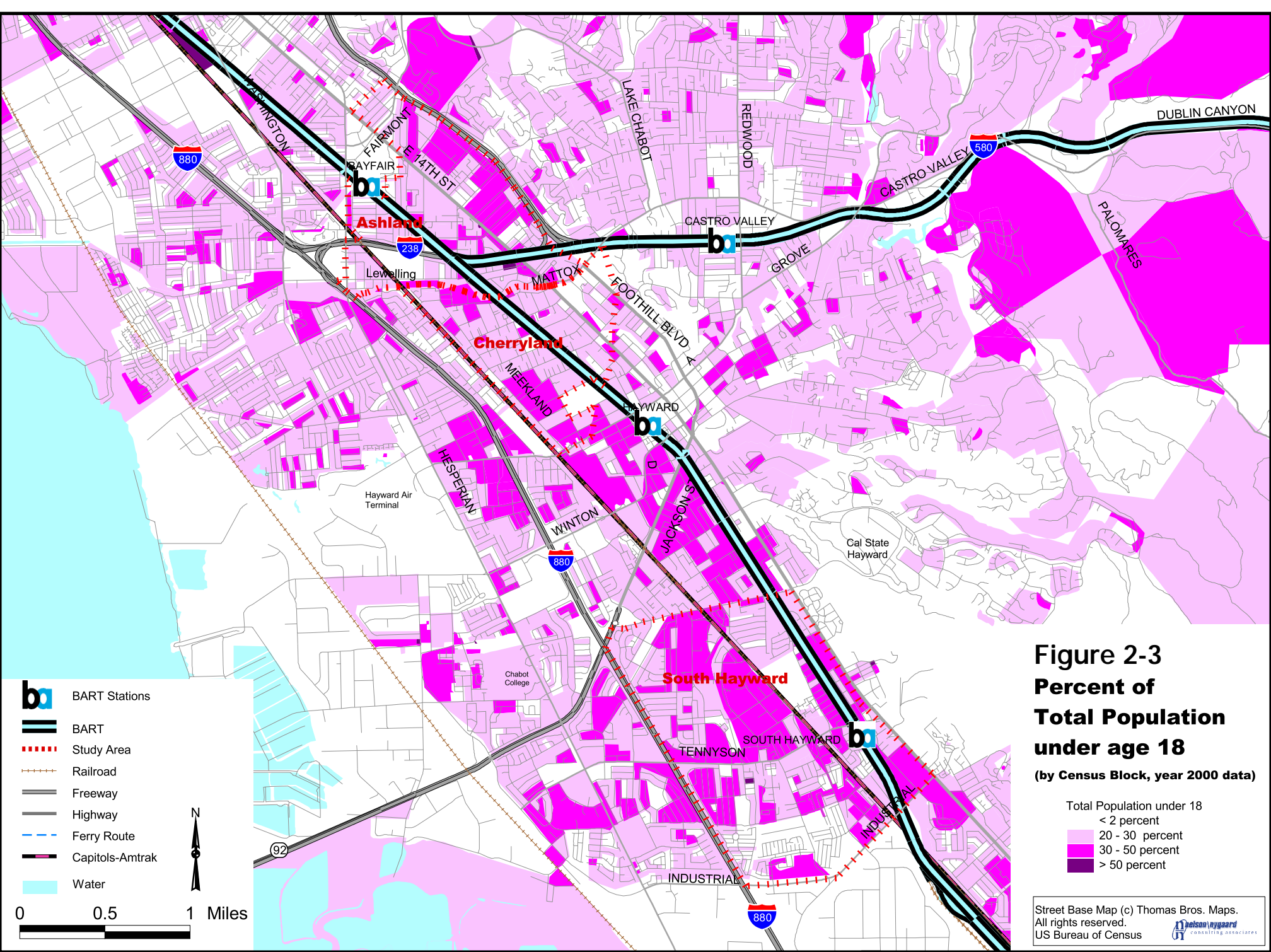
### Senior Distribution










Seniors in central Alameda County are scattered throughout portions of Cherryland, Ashland and South Hayward. The concentrations of seniors are located primarily at care facilities and senior communities, but some exceptions are found throughout the study area.

While seniors are evenly distributed throughout the Ashland-Cherryland area (with a slightly higher concentration in Ashland), there are some heavy concentrations of seniors at the southern end of the South Hayward study area, particularly on or nearby Industrial Boulevard. This suggests it will be critical to gather specific information on transit needs for this population and the services to which they currently have access.<sup>1</sup>

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<sup>1</sup> This research is outside the scope of the Community-Based Transportation Plan.





BART Stations

BART

Study Area

Railroad

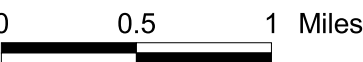

Freeway

Highway

Ferry Route

Capitol-Amtrak

Water



N

0 0.5 1 Miles

### Figure 2-3

### Percent of

### Total Population


### under age 18

(by Census Block, year 2000 data)

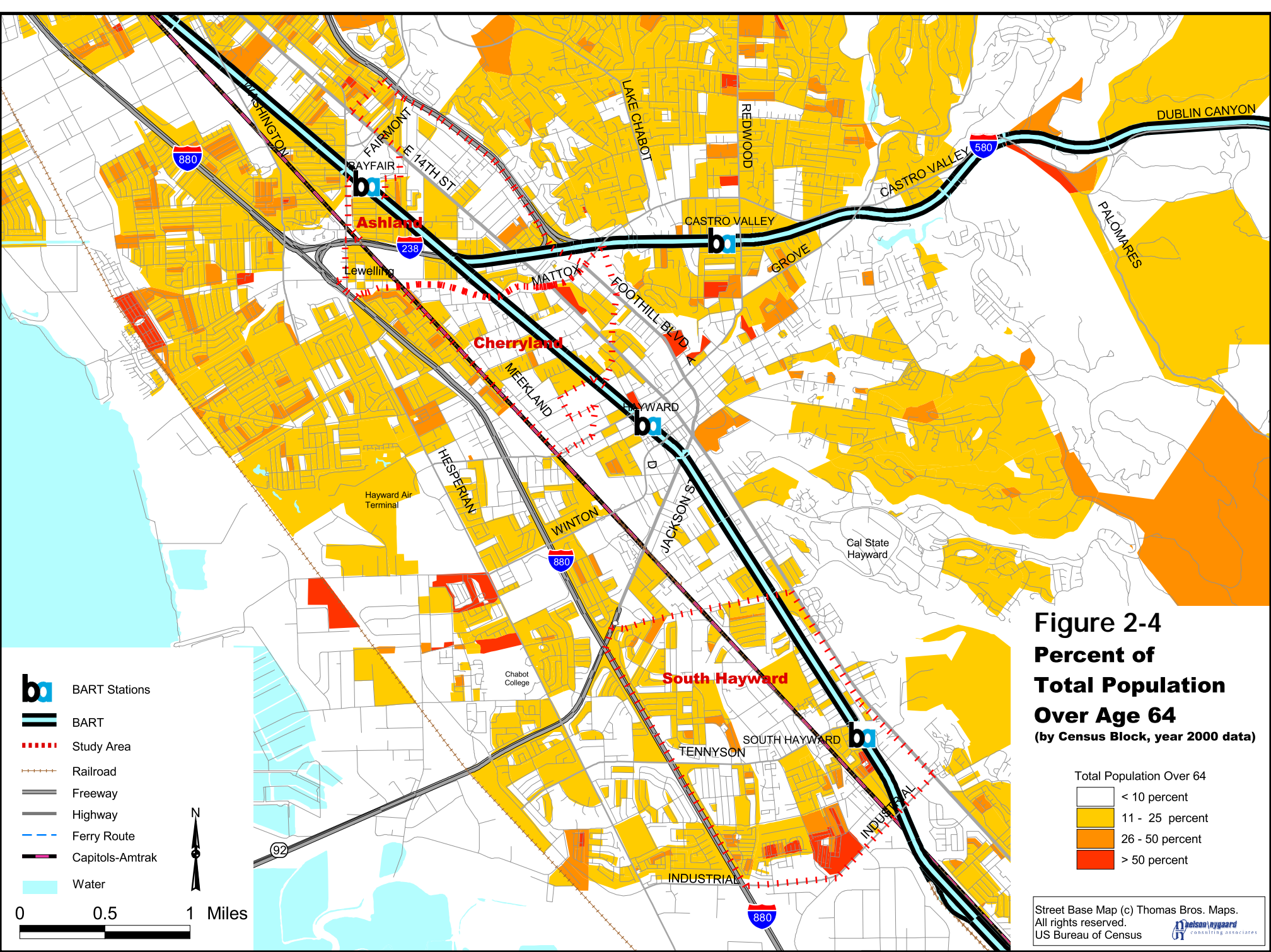
Total Population under 18

- < 2 percent
- 20 - 30 percent
- 30 - 50 percent
- > 50 percent

Street Base Map (c) Thomas Bros. Maps.  
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US Bureau of Census

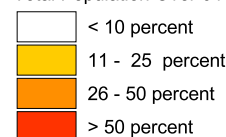


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consulting associates



**Figure 2-4**  
**Percent of**  
**Total Population**  
**Over Age 64**  
(by Census Block, year 2000 data)

Total Population Over 64



## Disability

Another critical user group for transportation services is individuals with a disability. Disability is broadly defined and these percentages may not represent the portion of residents with disabilities that limit mobility. Nevertheless, it is worthwhile to note the number of persons who identify themselves as having a disability because it suggests that there is a population that may not be able to use traditional transportation services or that may require any number of special services. Figure 2-5 illustrates disability by age category from the 2000 US Census.

**Figure 2-5 Percent of Population with a Disability**

Age Range	Ashland-Cherryland	South Hayward
Population 5 to 20 years	8%	8%
Population 21 to 64 years	22%	22%
Population 65 years and over	53%	45%

## Transportation

### Commute To Work Data

Figure 2-6 illustrates how the residents within the study area commute to work. As in all parts of the Bay Area, the automobile is the primary transportation mode, with 65-68 percent of residents driving alone to work, and another 15-18 percent carpooling. Public transportation is the commute mode for nine percent of Ashland-Cherryland residents. Thirteen percent of South Hayward residents use transit for their commute, a strong share in this community.

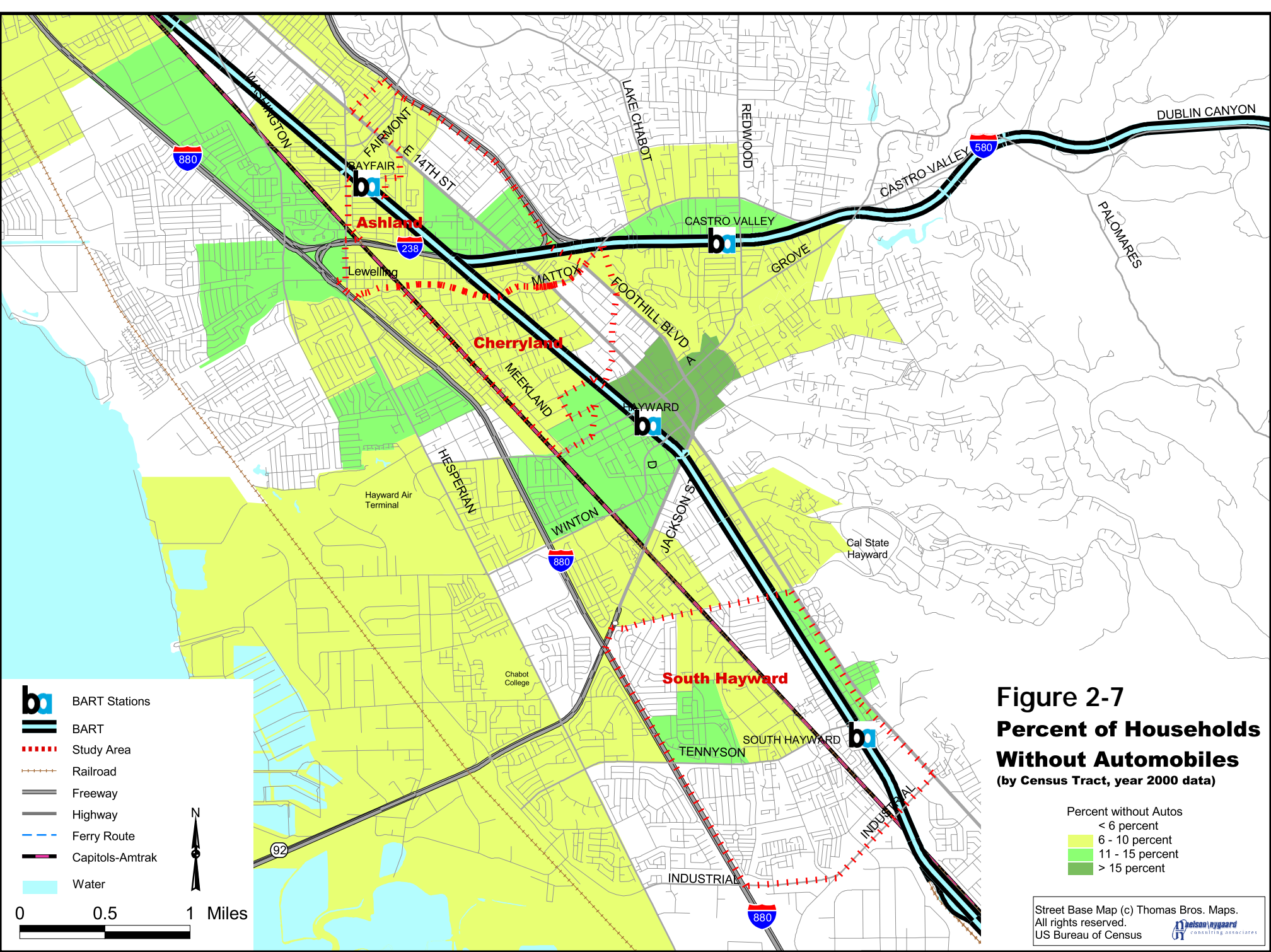
The average commute for study area residents was 28 minutes for South Hayward and 30 minutes for Ashland-Cherryland.

**Figure 2-6 Commute To Work Data**

2000 Travel Mode	Ashland-Cherryland	South Hayward
Car, truck, or van -- drove alone	68%	65%
Car, truck, or van -- carpooled	18%	15%
Public transportation (including taxicab)	9%	13%
Walked	2%	3%
Other means	2%	3%
Worked at home	1%	3%
Mean travel time to work (minutes)	29.6	27.7

### **Automobile Ownership**

The percentage of households without an automobile varies widely within each of the study area Census tracts, but is approximately 10 percent of all households within the study area. Portions of the Ashland-Cherryland area have as few as seven percent of households without a car, while in other sections more than 15 percent of households do not have a car. Auto-ownership rates are greater in South Hayward, where only one of the census tracts finds greater than 10 percent of households without an automobile. Information on automobile ownership is shown in Figure 2-7.



**Figure 2-7**  
**Percent of Households**  
**Without Automobiles**  
(by Census Tract, year 2000 data)

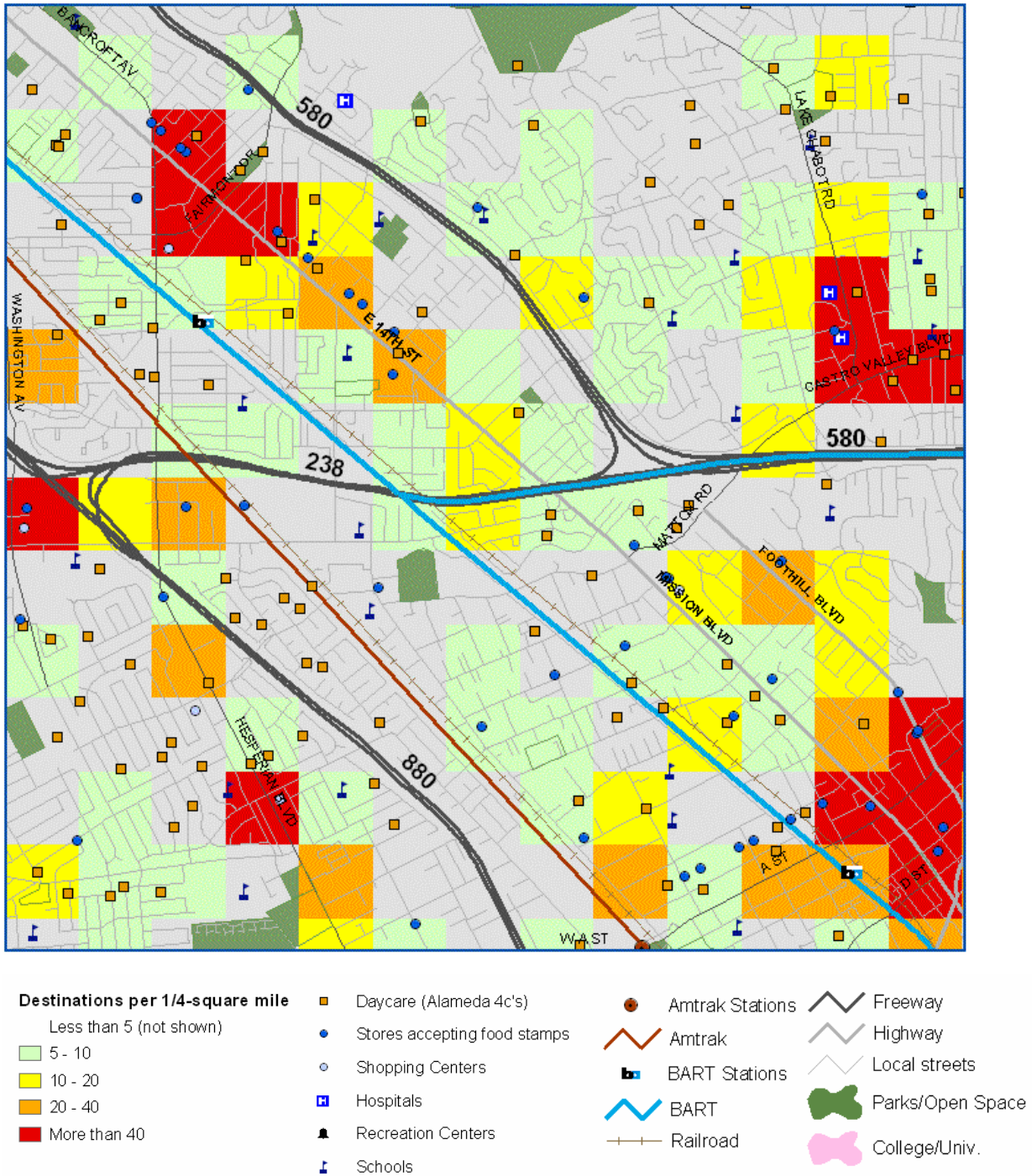
Percent without Autos  
< 6 percent  
6 - 10 percent  
11 - 15 percent  
> 15 percent

## Key Travel Destinations

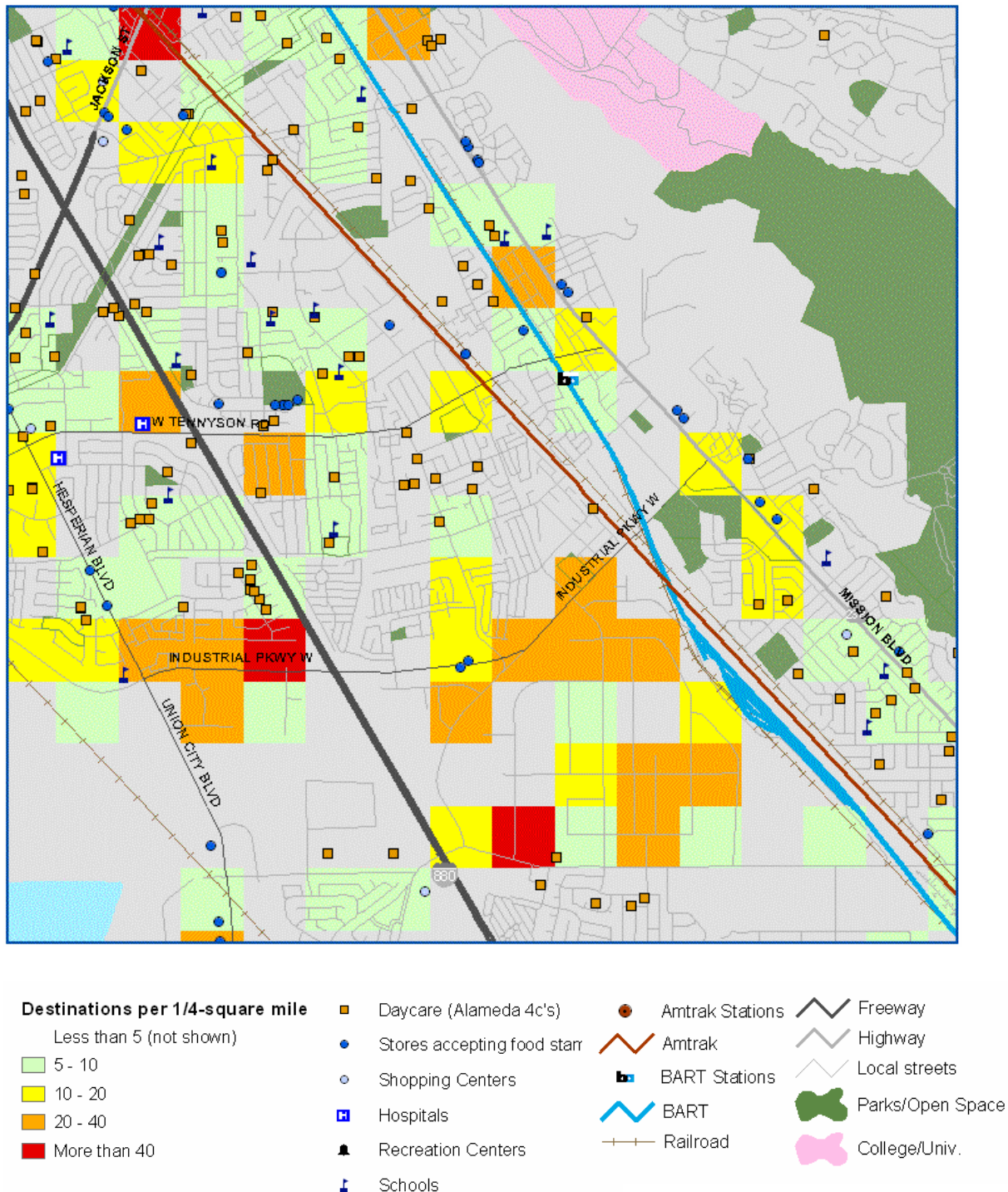
To understand the needs of the population targeted in this study, MTC collected data on critical destinations within the study area and mapped them. These critical travel destinations include job sites, stores accepting food stamps, daycare facilities, shopping centers, hospitals, recreation centers and schools. Figure 2-8 shows these destinations for Ashland and Cherryland, where the highest concentration of travel destinations is located north of the Bay Fair BART Station and along E. 14<sup>th</sup> Street. There are no large clusters job sites within the residential area of Ashland or anywhere in Cherryland.

Figure 2-9 presents this information for South Hayward, where key destinations are scattered mostly on the outskirts of the study area, clustered along Industrial Parkway. Some activity centers are also located along Tennyson Road, and along Mission Boulevard north of the South Hayward BART station.

**Figure 2-8 Concentrations of Travel Destinations in Ashland and Cherryland**



**Figure 2-9 Concentrations of Travel Destinations in South Hayward**



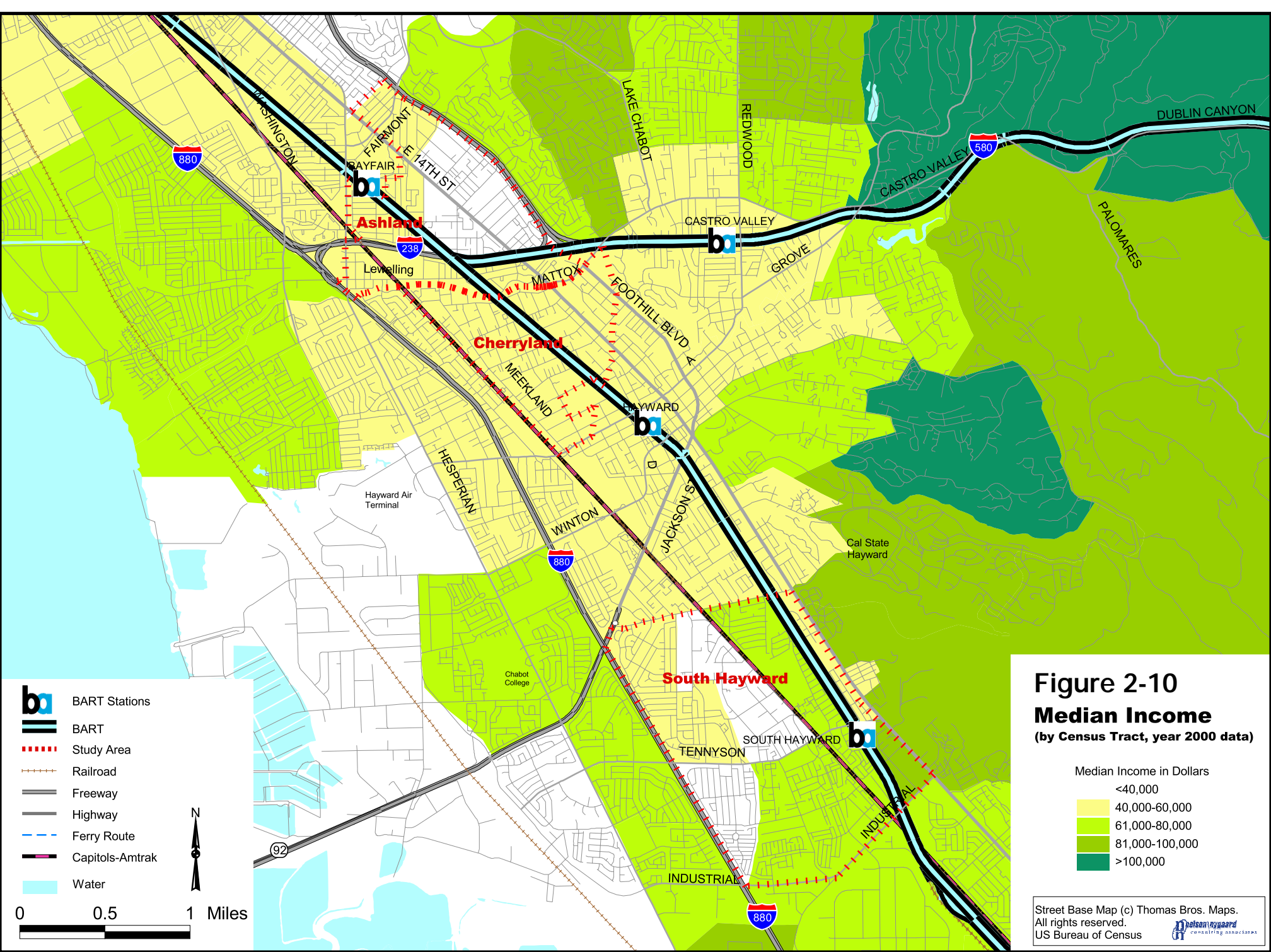
## **Income and Poverty**

### **Household Income**

Figures 2-10 and 2-11 show household income data. The map (Figure 2-10) illustrates the median household income by US Census block in central Alameda County, based on 2000 US Census data, while the table (Figure 2-11) shows the percent of the population within each Census-defined income range.

Median income by census tract (Figure 2-10) illustrates the even distribution of low and moderate-income residents in the study area. Two census tracts in South Hayward are apparent (4382.01 and 4377) with particularly low-income populations, as well as the one tract in Ashland (4338). These tracts are also where high concentrations of non-English speakers are found (as well as a high number of families with children).

For all of Alameda County, the 1999 median household income is \$55,946. The median household income in Ashland-Cherryland is substantially lower (\$40,811) than the countywide median. South Hayward's median household income is also lower, but only by a small amount. The largest group of households in South Hayward is in the \$50,000 to \$74,999 range (23 percent) while in Ashland-Cherryland, the largest group is in the \$35,000 to \$49,999 range (22 percent). Based on our interviews with community representatives and analysis of activity centers, there is a greater concentration of social services and special programs for residents of South Hayward although the data suggests there may be greater need in portions of Ashland-Cherryland, which are unincorporated and are thus not served by some of the city-based programs that serve South Hayward.



**Figure 2-11 Household Income Data**

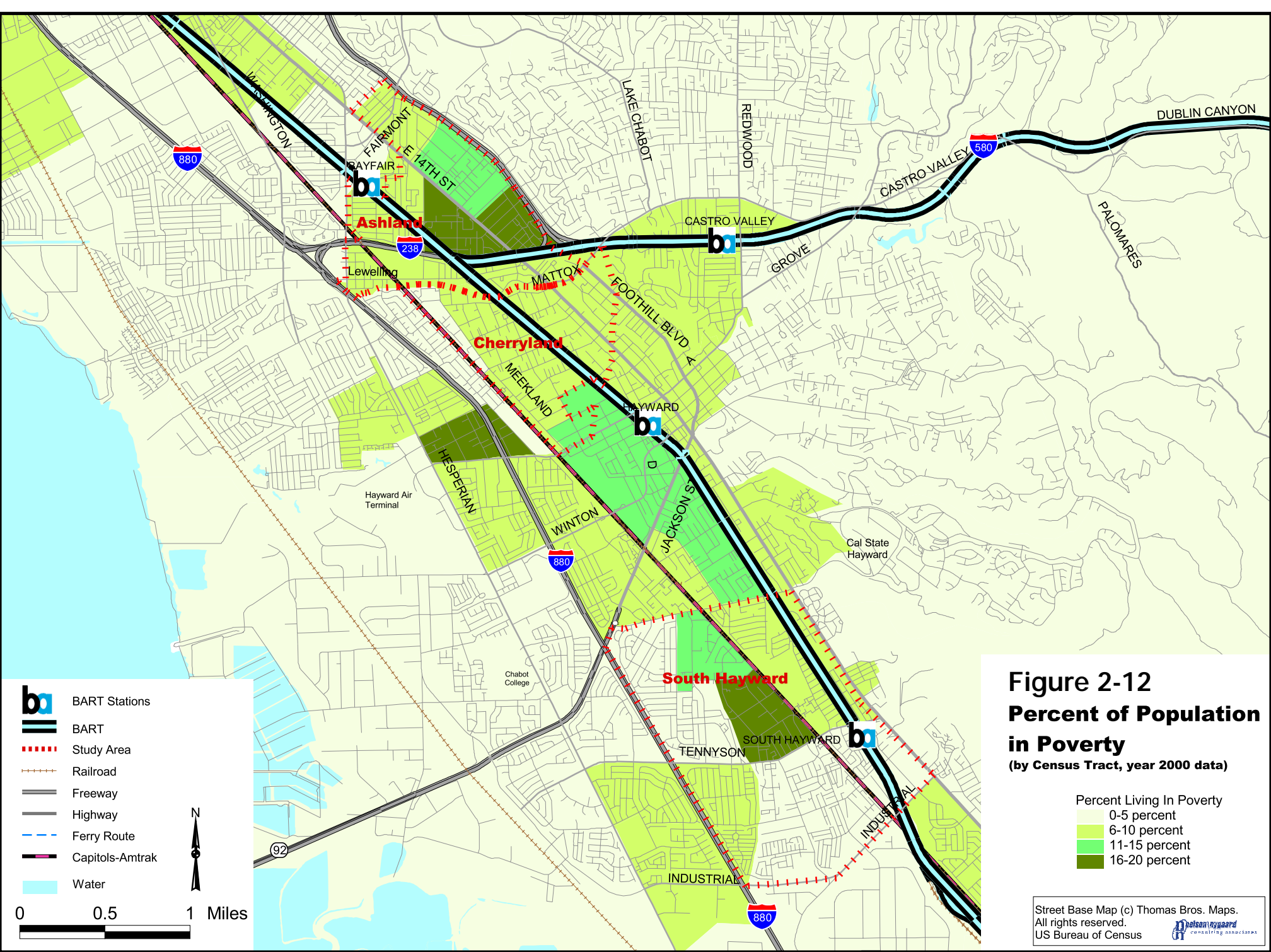
1999 Household Income Range	Ashland-Cherryland	South Hayward
Less than \$10,000	8.64%	5.91%
\$10,000 to \$14,999	5.73%	4.52%
\$15,000 to \$24,999	11.29%	10.05%
\$25,000 to \$34,999	14.98%	13.58%
\$35,000 to \$49,999	21.71%	14.90%
\$50,000 to \$74,999	19.90%	22.88%
\$75,000 to \$99,999	10.25%	12.99%
\$100,000 to \$149,999	5.57%	10.91%
\$150,000 to \$199,999	1.02%	2.62%
\$200,000 or more	0.91%	1.63%
Median household income (dollars)	\$40,826	\$53,171

## Poverty

In addition to household income, poverty is considered since the goal of the lifeline transportation network — the focus of the Community-Based Transportation Plan — is to ensure access for persons with very low incomes. The Census Bureau uses a set of income thresholds that vary by family size and composition to determine who is low-income. If a family's total income is less than that family's threshold, then that family is considered living in poverty. For example, the poverty threshold for 2000 is \$11,239 for a two-person family and \$17,603 for a four-person family.<sup>2</sup>

Figure 2-12 illustrates concentrations of residents in the study area that are considered "poor" according to US Census definitions. This is perhaps the most illustrative resource for why the study is being conducted in the Ashland, Cherryland, and South Hayward areas. The most significant poverty concentrations are in the central portion of South Hayward, as well as the northernmost portion of Ashland and the southern tip of Cherryland. As noted previously in this review of demographic data, these areas also have high concentrations of non-English speakers and a high proportion of children under 18.

<sup>2</sup> The Census Bureau does not account for regional cost-of-living variation, however the State Department of Finance calculates a "lower income level" standard for Alameda County which accounts for the higher cost of living in the San Francisco Bay Area. Under this calculation, the poverty threshold for 2000 is \$13,430 for a two-person family and \$22,750 for a four-person family. Thus, an even higher number of individuals would be considered part of this "poor" category based on these standards.



## Existing Transportation Network

### **AC Transit**

Figure 2-13 illustrates AC Transit routes that serve the Ashland-Cherryland area and South Hayward. The AC Transit Central Alameda County Plan is discussed in the next section of this working paper, providing an overview of recent and planned changes for the system.

Fares on AC Transit are \$1.50 for the general public, and \$.75 for seniors, youth and persons with disabilities. Transfers are \$.25 between buses and \$1.25 (\$.55 for youth, seniors and disabled) between BART and AC Transit. 31-day passes are available to the general public for \$60. Discounted monthly passes are available for youth and seniors/disabled at \$15 and \$20, respectively.

### **City of Hayward Paratransit**

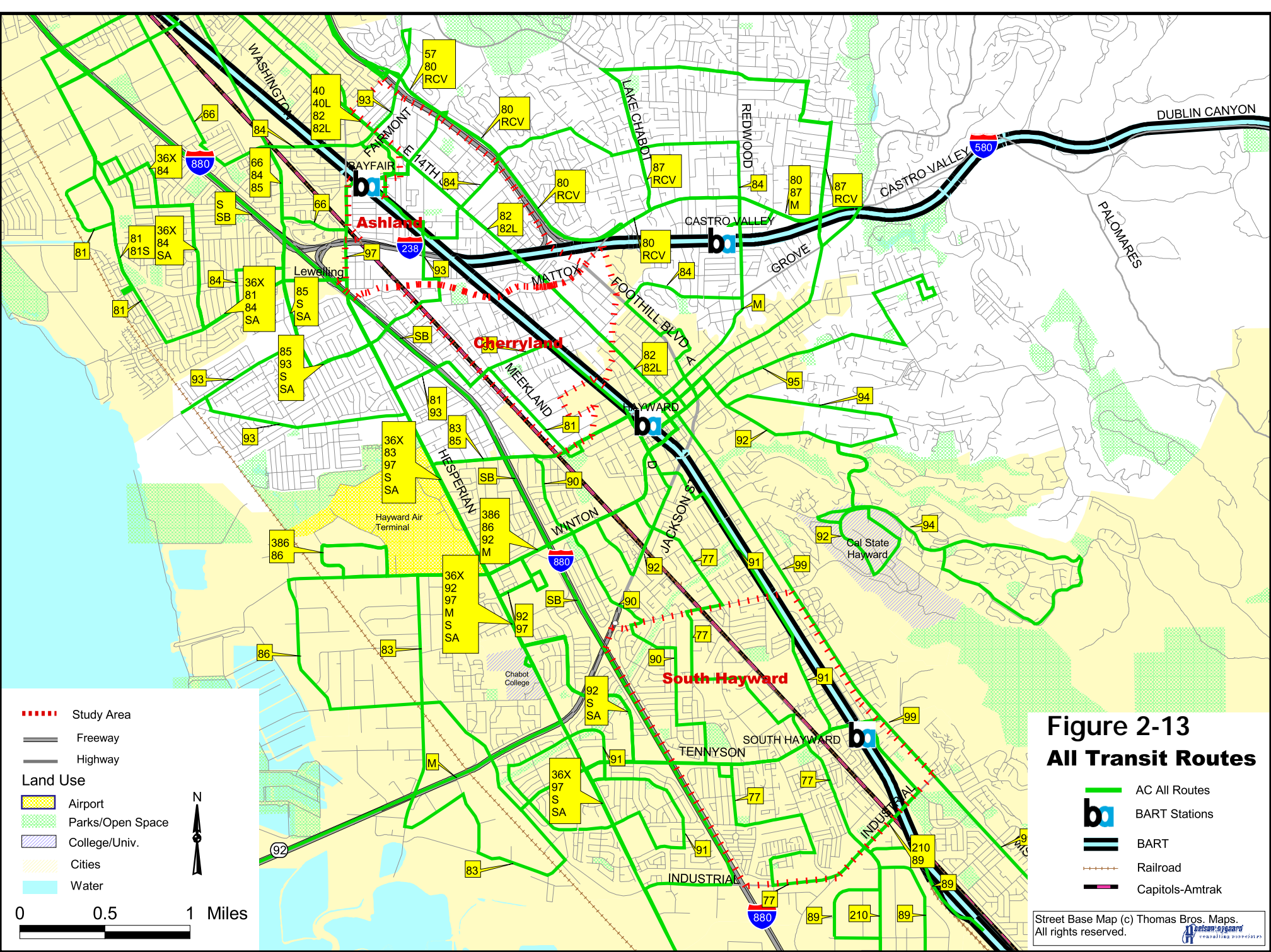
The City of Hayward's Measure B Paratransit Program provides non-ADA (Americans with Disabilities Act) door-to-door transportation services designed to supplement and complement the East Bay Paratransit's ADA Paratransit Service. The program provides service to residents of Hayward or adjacent unincorporated areas of Alameda County, over 18 years of age with a medical condition that prevents use of other public/private transportation services.

The service is designed to complement East Bay Paratransit and is used as a backup to East Bay Paratransit only. While medical trips are given priority; other same-day trips are provided as space allows. Vouchers are used to subsidize individual trips and group trips are provided on a limited basis as resources allow. Passengers can use the service to be transported to locations in the San Francisco Bay Area, although local trips (throughout Alameda County) are given priority.

The service operates from 5:00 AM to 10:00 PM, seven days per week, although advanced reservations must be made during regular business hours (Monday through Friday from 9:00 AM to 5:00 PM). Program participants are issued a limited number of vouchers by the City of Hayward at no cost as proof of registration in the program. Fares for both sedan and lift-equipped van services are \$2.00 plus one voucher per registrants for every 10-mile increment, up to 3 vouchers for 30 miles.

### **East Bay Paratransit**

The East Bay Paratransit Consortium provides mandated ADA service for persons with disabilities who are ADA-certified, and are thus unable to use fixed route transit services provided by AC Transit and BART. In order to use the service, applicants must submit a Regional ADA Paratransit Application.



**Figure 2-13**  
**All Transit Routes**

- AC All Routes
- BART Stations
- BART
- Railroad
- Capitols-Amtrak

East Bay Paratransit service is available to certified users whose trip origin and destination are within three-fourths mile of an operating AC Transit bus route or BART station. The service hours are the same as individual AC Transit bus routes or BART stations, meaning there is the potential for 24-hour service in some areas. The service area encompasses cities in west Alameda and Contra Costa Counties, trips between San Francisco and the East Bay, as well as any inter-county travel coordinated with other ADA systems. East Bay Paratransit serves all portions of the Cherryland, Ashland and South Hayward areas.

Fares for the service are based on the distance of the trip taken. For travel under eight miles, the fare is \$2.25. For trips eight to 24 miles the fare is \$4.50; and trips over 24 miles are \$6.75.

## **BART**

Only one BART station is located in the study area, although BART is an important element of the local and regional transit system. The South Hayward BART Station is a key transit hub for local AC Transit routes serving South Hayward. Many bus routes serving or adjacent to Hayward and Ashland pulse out of the Hayward or Bayfair BART Stations.

- BART fares range from \$1.15 for a trip between Hayward and South Hayward, to \$2.45 to downtown Oakland and \$3.70 to downtown San Francisco. Passes are available for sale at BART stations. Seniors, youth and persons with disabilities are eligible for significantly discounted fares by purchasing special value tickets at a reduced rate, often sold at community centers, schools and senior recreation facilities.

## **Conclusion**

For the CBTP, the existing data highlights the need to address short-term transportation demands while planning for population and demographic shifts over the long-term. These short-term solutions are the focus of this plan.